

U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE		ATTY. DOCKET NO. DEM1P001	SERIAL NO. 09/741,958
LIST OF DOCUMENTS CITED BY APPLICANT TO COMPLY WITH 37 C.F.R. 1.56		APPLICANT Neal et al.	
		FILING DATE 12/20/2000	GROUP 3628

## U.S. PATENT DOCUMENTS

EXAMINER INITIAL*		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
/A.R./	AA	7,062,447	06/13/06	Valentine et al.			
	AB	2004/0243432	12/02/04	Kelly et al.			
	AC	2005/0108070	05/19/05	Kelly et al.			

OTHER DOCUMENTS (*Including Author, Title, Date, Pertinent Pages, Etc.*)

EXAMINER  CA	Mulhern et al. "Measuring Market Response to Price Changes: A Classification Approach". J BUSN RES 1995;33:197-205.	DATE CONSIDERED  03/29/2008
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\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.